

Approved For Release 2009/05/28 : CIA-RDP89-00642R000200240001-6

TRANSMITTAL SLIP		DATE
TO: <i>FCS</i>		
ROOM NO.	BUILDING	
REMARKS: <i>to Bradis</i> <i>Copy of letter already sent</i> <i>up to you.</i> <i>COV 11-70</i>		
FROM:		
ROOM NO.	BUILDING	EXTENSION

FORM NO. 211

REPLACES FORM 36-8

(47)

Approved For Release 2009/05/28 : CIA-RDP89-00642R000200240001-6

ECS
FYT

10 December 1974


Mr. Joseph P. Bradis
Broadcast Executive
The Associated Press
50 Rockefeller Plaza
New York, N. Y. 10020

Dear Mr. Bradis:

Thank you for sending the sample file from the Canadian Press. We have examined it carefully. Obviously the service gives fine coverage of day-to-day events in Canada, however for our purposes we were looking for more reporting of Canada's attitudes and responses to external political and economic developments, its foreign trade activity, and possibly reportage on other areas of the world by Canadian reporters that might supplement sources presently covered.

We have decided therefore not to subscribe at this time. Thank you for your cooperation.

Sincerely,


Liaison & Requirements Officer

STAT

Page Denied


SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM	
UNCLASSIFIED	CONFIDENTIAL SECRET
OFFICIAL ROUTING SLIP	
TO	NAME AND ADDRESS
1	AC/OPS <i>Approved</i> 3/12/74 <i>Ym</i>
2	L & R Officer <i>W.P.M.</i>
3	<i>Please return all attachments</i>
4	<i>if this slip to FCS -</i>
5	<i>Pls return back slip comments</i>
6	<i>for FCS file. If you concern</i>
	<i>be drop letter let it go out to L&R.</i>
ACTION	DIRECT REPLY
APPROVAL	DISPATCH
COMMENT	FILE
CONCURRENCE	INFORMATION
PREPARE REPLY	RECOMMENDATION
RETURN	SIGNATURE
Remarks:	
(months)	
Some weeks/ago when the need for broader coverage of Canada was under consideration, FCS suggested adding the CANADIAN PRESS to our list of purchased press agencies. L&R arranged for a sample of the file and all parties concerned have had a crack at it. The conclusion reached was that the CP did not meet the desired need. Moreover, community interest in Canadian coverage has not remained high enough to warrant our purchase of this file. L&R, therefore, should advise AP (US agent) that we are not interested in it.	
FOLD HERE TO RETURN TO SENDER	
ADDRESS AND PHONE NO.	DATE
FCS	2 Dec 74
UNCLASSIFIED	CONFIDENTIAL SECRET

Date: 27 Nov 74

File	Action	Deadline	
			Chief
			D/Chief
	✓		SW
			CN
			PF
			RR
			JK
			Ops Gp
			File:
			Destroy

FILE:
(CV)
11-70

Remarks:

 I vaguely recall your saying there was no other CP file available. Correct?
Correct!

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27 November 1974

MEMORANDUM FOR THE RECORD

SUBJECT: Conversation With Deputy NIO for West Europe

1. Yesterday I called [redacted], deputy NIO for West Europe, to enquire if he knew of any sentiment for enhanced coverage of Canada, in connection with our look at the Canadian Press.

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2. [redacted] told me that interest in Canada is not strong in the intelligence community, though it is higher elsewhere, among economic circles, for example. It is definitely not a high priority as far as the NIO is concerned and from his point of view would not be worth any great effort on our part--fine if it could be gotten easily, but not otherwise.

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[redacted]
Planning Officer - Program Evaluation
Executive & Planning Staff

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SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM															
UNCLASSIFIED	CONFIDENTIAL	SECRET													
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TO	NAME AND ADDRESS	DATE	INITIALS												
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ACTION	DIRECT REPLY	PREPARE REPLY													
APPROVAL	DISPATCH	RECOMMENDATION													
COMMENT	FILE	RETURN													
CONCURRENCE	INFORMATION	SIGNATURE													
Remarks: <p>Dick:</p> <p>Comments are attached. I would add a negative vote to the others unless you have strong evidence for adding this CANADIAN PRESS to our stable of press agencies. The volume--not mention the cost--is too great for the few items we would hope to glean from this service.</p> <p>If you concur, return it to [] for reply.</p>															
<table border="1"> <tr> <td colspan="2">NAME TO RETURN TO SENDER</td> <td>DATE</td> </tr> <tr> <td colspan="2">ADDRESS AND PHONE NO.</td> <td></td> </tr> <tr> <td colspan="2">C/FCS</td> <td>25 Nov</td> </tr> <tr> <td colspan="2">CONFIDENTIAL</td> <td>SECRET</td> </tr> </table>				NAME TO RETURN TO SENDER		DATE	ADDRESS AND PHONE NO.			C/FCS		25 Nov	CONFIDENTIAL		SECRET
NAME TO RETURN TO SENDER		DATE													
ADDRESS AND PHONE NO.															
C/FCS		25 Nov													
CONFIDENTIAL		SECRET													

FORM NO. 1-67

237

Use previous editions

(40)

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Remarks: <p>There is indeed interest in Canada in OCI, though the last time I talked to [redacted], she mentioned that the biggest gap was French language newspaper stuff from some of the provinces.</p> <p>It does appear that this would be a large file for a small yield. It does not seem a good idea to have the Wire editor responsible for screening (see [redacted] para 4).</p> <p>The cost doesn't bother me, but the amount of handling for the small yield does.</p>			
FOLD HERE TO RETURN TO SENDER			
FROM: NAME, ADDRESS AND PHONE NO.			DATE
Chief, Daily Reporting Division TBL			25 Nov
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22 November 1974

MEMORANDUM FOR: Chief, DRD

SUBJECT : Evaluation of CANADIAN PRESS

1. My initial reaction to [] evaluation of the attached sample file is that the service is not worth subscribing to, but not solely for the reason of cost effectiveness that Ray cites. Basically, my feeling is that, given our escalating collection and reporting requirements and our shrinking resources, we cannot give much priority to reporting on Canada. While we are struggling to maintain acceptable levels of reporting on such primary targets as the USSR and the PRC, even cutting back where possible, it seems ludicrous to be contemplating an increase in the file on Canada.

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2. [] argues that the cost of the service is "peanuts. True, but put enough peanuts together and you've got a bushel. I can think of a lot better ways to spend \$5,200 yearly than for expanded coverage of our neighbor to the north.

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3. Dick suggests that we should canvass consumers, but what would this produce? The community at large probably assigns to Canada the same low priority I do, but the "Canada analyst" (if such a fellow exists) naturally will welcome anything we can give him. In the absence of any evidence that the community is dissatisfied with the level of our reporting on Canada, I suggest that we leave well enough alone.

4. As I understand it, we would obtain this service from AP, and it would come in on a ticker presumably located in the Wireroom. Would we expect the Wire editor, who already has to watch REUTER and AP machines, to also wade through reams of copy on Canadian sports, finances, "local color" news, etc. to glean the occasional item of interest to FBIS (and more likely of interest to the Daily Report than to the Wire)?

5. I'm prepared to reevaluate my position when I see a KIQ on "domination of the Canadian blue jean market by U.S. firms."

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[]

Deputy Chief, DRD